

1 of 7

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-6A	WAKE UP	:30	\$600.00	09/12-09/14	2	1	2	\$1,200.00	
		Buyline Comment: WAKE UP										
	2	M-F	5A-6A	WAKE UP	:30	\$600.00	09/17-09/21	3	1	3	\$1,800.00	
		Buyline Comment: WAKE UP										
	3	M-TU	5A-6A	WAKE UP	:30	\$600.00	09/24-09/25	1	1	1	\$600.00	
		Buyline Comment: WAKE UP										
	4	W-F	6A-7A	WAKE UP	:30	\$1,000.00	09/12-09/14	2	1	2	\$2,000.00	
		Buyline Comment: WAKE UP										
	5	M-F	6A-7A	WAKE UP	:30	\$1,000.00	09/17-09/21	3	1	3	\$3,000.00	
		Buyline Comment: WAKE UP										
	6	M-TU	6A-7A	WAKE UP	:30	\$1,000.00	09/24-09/25	1	1	1	\$1,000.00	
		Buyline Comment: WAKE UP										
	7	W-F	7A-9A	TODAY SHOW	:30	\$1,500.00	09/12-09/14	2	1	2	\$3,000.00	
		Buyline Comment: TODAY SHOW										
	8	M-F	7A-9A	TODAY SHOW	:30	\$1,500.00	09/17-09/21	3	1	3	\$4,500.00	
		Buyline Comment: TODAY SHOW										
	9	M-TU	7A-9A	TODAY SHOW	:30	\$1,500.00	09/24-09/25	1	1	1	\$1,500.00	
		Buyline Comment: TODAY SHOW										
	10	W-F	9A-10A	TODAY SHOW II	:30	\$900.00	09/12-09/14	2	1	2	\$1,800.00	
		Buyline Comment: TODAY SHOW II										

Rep Order# 6849036 Ver# 3 Mod# 1 Status Confirmed Traffic Order# 106190 Printed: 09/13/2012 9:58 AM 2 of 7
 EC'd Yes Last Received: 09/12/2012 6:59 AM
 Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () AFSCME
 Product AFSCME
 Estimate#
 Buyer LISA CABANEL
 Phone#
 Fax#
 Agency () CAMPAIGN GROUP
 1600 LOCUST ST
 PHILADELPHIA, PA 19102
 Agency C/P1/P2/E
 Flight Dates 09/12/2012 - 09/25/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-F	9A-10A	Buyline Comment: TODAY SHOW II	:30	\$900.00	09/17-09/21	3	1	3	\$2,700.00	
	12	M-TU	9A-10A	Buyline Comment: TODAY SHOW II	:30	\$900.00	09/24-09/25	1	1	1	\$900.00	
	13	W-F	10A-11A	Buyline Comment: TODAY SHOW III	:30	\$450.00	09/12-09/14	2	1	2	\$900.00	
	14	M-F	10A-11A	Buyline Comment: TODAY SHOW III	:30	\$450.00	09/17-09/21	3	1	3	\$1,350.00	
	15	M-TU	10A-11A	Buyline Comment: TODAY SHOW III	:30	\$450.00	09/24-09/25	1	1	1	\$450.00	
	16	W-F	11A-12P	Buyline Comment: RACHEL RAY	:30	\$325.00	09/12-09/14	2	1	2	\$650.00	
	17	M-F	11A-12P	Buyline Comment: RACHEL RAY	:30	\$325.00	09/17-09/21	3	1	3	\$975.00	
	18	M-TU	11A-12P	Buyline Comment: RACHEL RAY	:30	\$325.00	09/24-09/25	1	1	1	\$325.00	
	19	W-F	12P-1230P	Buyline Comment: NEWS	:30	\$425.00	09/12-09/14	2	1	2	\$850.00	
	20	M-F	12P-1230P	Buyline Comment: NEWS	:30	\$425.00	09/17-09/21	3	1	3	\$1,275.00	
	21	M-TU	12P-1230P	Buyline Comment: NEWS	:30	\$425.00	09/24-09/25	1	1	1	\$425.00	

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Traffic Order# 106190

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Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	W-F	1230P-1P	NEWS	:30	\$325.00	09/12-09/14	2	1	2	\$650.00	
				Buyline Comment: NEWS								
	23	M-F	1230P-1P	NEWS	:30	\$325.00	09/17-09/21	3	1	3	\$975.00	
				Buyline Comment: NEWS								
	24	M-TU	1230P-1P	NEWS	:30	\$325.00	09/24-09/25	1	1	1	\$325.00	
				Buyline Comment: NEWS								
	25	W-F	2P-3P	DRS	:30	\$325.00	09/12-09/14	2	1	2	\$650.00	
				Buyline Comment: DRS								
	26	M-F	2P-3P	DRS	:30	\$325.00	09/17-09/21	3	1	3	\$975.00	
				Buyline Comment: DRS								
	27	M-TU	2P-3P	DRS	:30	\$325.00	09/24-09/25	1	1	1	\$325.00	
				Buyline Comment: DRS								
	28	W-F	3P-4P	DR. PHIL	:30	\$450.00	09/12-09/14	2	1	2	\$900.00	
				Buyline Comment: DR. PHIL								
	29	M-F	3P-4P	DR. PHIL	:30	\$450.00	09/17-09/21	3	1	3	\$1,350.00	
				Buyline Comment: DR. PHIL								
	30	M-TU	3P-4P	DR. PHIL	:30	\$450.00	09/24-09/25	1	1	1	\$450.00	
				Buyline Comment: DR. PHIL								
	31	W-F	4P-5P	NEWS	:30	\$700.00	09/12-09/14	2	1	2	\$1,400.00	
				Buyline Comment: NEWS								
	32	M-F	4P-5P	NEWS	:30	\$700.00	09/17-09/21	3	1	3	\$2,100.00	
				Buyline Comment: NEWS								

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Station KSNV-TV LAS VEGAS, NV. Agency () CAMPAIGN GROUP Rep Firm () PHILADELPHIA
 Advertiser () AFSCME 1600 LOCUST ST Sales Office () AMY MCCREARY
 Product AFSCME PHILADELPHIA, PA 19102 Salesperson ()
 Estimate# Agency C/P1/P2/E Flight Dates 09/12/2012 - 09/25/2012 Salesperson Phone# 215-568-6540
 Buyer LISA CABANEL Hiatus Weeks Salesperson FAX# 215-568-1845
 Phone#
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SA	7P-730P	WHEEL	:30	\$500.00	09/15-09/15	1	1	1	\$500.00	
				WHEEL			09/22-09/22	0	1	0		
				Buyline Comment: WHEEL								
				[MADE-GOOD BY LINE(S) 58]								
	58	SA	930P-10P	WHEEL	:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
				Buyline Comment: WHEEL								
				[MKGD FOR SPOTS MISSED ON LN #44: 9/22(1/WK)]								
	45	SA	730P-8P	VEGAS	:30	\$375.00	09/15-09/15	1	1	1	\$375.00	
				Buyline Comment: VEGAS								
				[MKGD FOR SPOTS MISSED ON LN #44: 9/22(1/WK)]								
	46	TU	9P-10P	GO/NORMAL	:30	\$2,600.00	09/18-09/18	1	1	1	\$2,600.00	
				Buyline Comment: GO/NORMAL								
	47	W	9P-10P	AGT	:30	\$4,000.00	09/12-09/12	1	1	1	\$4,000.00	
				Buyline Comment: AGT								
	48	W	9P-11P	LAW & ORDER:SVU	:30	\$3,200.00	09/19-09/19	1	1	1	\$3,200.00	
				Buyline Comment: LAW & ORDER:SVU								
	49	W-F	11P-1135P	NEWS	:30	\$1,200.00	09/12-09/14	2	1	2	\$2,400.00	
				Buyline Comment: NEWS								
	50	M-F	11P-1135P	NEWS	:30	\$1,200.00	09/17-09/21	3	1	3	\$3,600.00	
				Buyline Comment: NEWS								
	51	M-TU	11P-1135P	NEWS	:30	\$1,200.00	09/24-09/25	1	1	1	\$1,200.00	
				Buyline Comment: NEWS								
	52	W-F	1135P-1235A	TONIGHT SHOW	:30	\$750.00	09/12-09/14	3	1	3	\$2,250.00	
				Buyline Comment: TONIGHT SHOW								

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Traffic Order# 106190

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Advertiser () AFSCME

Product AFSCME

Estimate#

Buyer LISA CABANEL

Phone#

Fax#

Agency () CAMPAIGN GROUP

1600 LOCUST ST

PHILADELPHIA, PA 19102

Agency C/P1/P2/E

Flight Dates 09/12/2012 - 09/25/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	53	M-F	1135P-1235A	TONIGHT SHOW	:30	\$750.00	09/17-09/21	5	1	5	\$3,750.00	
	Buyline Comment: TONIGHT SHOW											
	54	M-TU	1135P-1235A	TONIGHT SHOW	:30	\$750.00	09/24-09/25	2	1	2	\$1,500.00	
	Buyline Comment: TONIGHT SHOW											
	55	W-F	1235A-135A	LATE NIGHT	:30	\$425.00	09/12-09/14	3	1	3	\$1,275.00	
	Buyline Comment: LATE NIGHT											
	56	M-F	1235A-135A	LATE NIGHT	:30	\$425.00	09/17-09/21	5	1	5	\$2,125.00	
	Buyline Comment: LATE NIGHT											
	57	M-TU	1235A-135A	LATE NIGHT	:30	\$425.00	09/24-09/25	2	1	2	\$850.00	
	Buyline Comment: LATE NIGHT											
	59	M-F	430A-459A	EARLY TODAY	:30	\$200.00	09/17-09/21	1	1	1	\$200.00	
	Buyline Comment: EARLY TODAY											
	60	SU	12A-1A	L&O	:30	\$175.00	09/23-09/23	1	1	1	\$175.00	
	Buyline Comment: L&O											

---REPORT TOTALS---

Report Totals: 122 / \$99,700.00

---SALES MONTHLY TOTALS---

Sep 12: 122 / \$99,700.00
Sales Totals: 122 / \$99,700.00

Station KSNV-TV LAS VEGAS, NV. Agency () CAMPAIGN GROUP
 Advertiser () AFSCME 1600 LOCUST ST
 Product AFSCME PHILADELPHIA, PA 19102
 Estimate# Buyer LISA CABANEL Agency C/P1/P2/E
 Phone# Flight Dates 09/12/2012 - 09/25/2012
 Fax# Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Station Totals: 122 / \$99,700.00
 Lines not sent/rcld/rttn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$453,182	CATV 0%	KBLR 0%	KINC 0%	KLAS 28%	KSNV 22%
		KTNV 12%	KTUD 0%	KVCW 2%	KVMY 1%	KVVU 35%
		XXXX 0%				

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12
 Demos RA35+

--- CREDIT RISK ---

INSUFFICIENT INFO FOR CREDIT ASSESSMENT